

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

National Media, Inc. - National
815 Slater Lane
Alexandria, VA 22314

Contract / Revision 349579 /		Alt Order # 06842899
Product RNC IE/Anti Obama		
<u>Contract Dates</u> 08/18/12 - 08/24/12	<u>Estimate #</u> 3039	
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 08/16/12 / 08/17/12
		<u>Billing Cycle</u> EOM/EOC
		Broadcast
<u>Station</u> WTMJ		<u>Account Executive</u> Anjanette Brady
		<u>Sales Office</u> Petry-Philadelphia
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u> 20		<u>Advertiser Code</u> 455
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Amount	
N 1	WTMJ	08/19/12	08/19/12	Sunday Insight	10am-1030am		:30			NM	1	\$250.00	
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$250.00				
N 2	WTMJ	08/19/12	08/19/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00	
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$400.00				
N 3	WTMJ	08/19/12	08/19/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$350.00	
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----S				<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
N 4	WTMJ	08/18/12	08/18/12	Today Show Saturday	6a-8a		:30			NM	1	\$300.00	
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----S-				<u>Spots/Week</u> 1	<u>Rate</u> \$300.00				
N 5	WTMJ	08/18/12	08/18/12	Live at Daybreak-Sat. 8a-10a	8am-10am		:30			NM	2	\$700.00	
		<u>Start Date</u> Week: 08/13/12	<u>End Date</u> 08/19/12	<u>Weekdays</u> -----S-				<u>Spots/Week</u> 2	<u>Rate</u> \$350.00				
N 6	WTMJ	08/20/12	08/20/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
N 7	WTMJ	08/21/12	08/21/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> -T-----				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
N 8	WTMJ	08/22/12	08/22/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> --W----				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
N 9	WTMJ	08/23/12	08/23/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> ---T---				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
N 10	WTMJ	08/24/12	08/24/12	Live at 3:00 News	3p-4p		:30			NM	1	\$200.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> ----F--				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00				
N 11	WTMJ	08/20/12	08/20/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00	
		<u>Start Date</u> Week: 08/20/12	<u>End Date</u> 08/26/12	<u>Weekdays</u> M-----				<u>Spots/Week</u> 1	<u>Rate</u> \$300.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

Contract / Revision 349579 /	Alt Order # 06842899	
Contract Dates 08/18/12 - 08/24/12	Product RNC IE/Anti Obama	Estimate # 3039
Advertiser Republican National Com		Original Date / Revision 08/16/12 / 08/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
		Start Date	End Date	Weekdays								
N 12	WTMJ	08/22/12	08/22/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	--W---						\$300.00			
N 13	WTMJ	08/23/12	08/23/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	--T---						\$300.00			
N 14	WTMJ	08/24/12	08/24/12	Noon News Rotation	12n-1p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	----F--						\$300.00			
N 15	WTMJ	08/20/12	08/20/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	M-----						\$500.00			
N 16	WTMJ	08/21/12	08/21/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	-T-----						\$500.00			
N 17	WTMJ	08/22/12	08/22/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	--W----						\$500.00			
N 18	WTMJ	08/23/12	08/23/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	---T---						\$500.00			
N 19	WTMJ	08/24/12	08/24/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	----F--						\$500.00			
N 20	WTMJ	08/18/12	08/18/12	Saturday Night Live	1030p-1205a		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/13/12		08/19/12	-----S-						\$1,000.00			
N 21	WTMJ	08/20/12	08/20/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	M-----						\$750.00			
N 22	WTMJ	08/23/12	08/23/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	---T---						\$750.00			
N 23	WTMJ	08/24/12	08/24/12	Tonight Show	1035p-1137p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	----F--						\$750.00			
N 24	WTMJ	08/19/12	08/19/12	Meet the Press	9am-10am		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/13/12		08/19/12	-----S						\$600.00			
N 25	WTMJ	08/18/12	08/18/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/13/12		08/19/12	-----S						\$650.00			
N 26	WTMJ	08/19/12	08/19/12	Sun NBC Prime C	8p-9p		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/13/12		08/19/12	-----S						\$1,750.00			
N 27	WTMJ	08/22/12	08/22/12	Wed NBC Prime C	9p-10p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>						
Week: 08/20/12		08/26/12	--W----						\$1,500.00			

Totals

33 \$16,950.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

Contract / Revision 349579 /	Alt Order # 06842899	
Contract Dates 08/18/12 - 08/24/12	Product RNC IE/Anti Obama	Estimate # 3039
Advertiser Republican National Com		Original Date / Revision 08/16/12 / 08/17/12

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/24/12	33	\$16,950.00	\$14,407.50
Totals	33	\$16,950.00	\$14,407.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.